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MAY 20 2004
PATENT & TRADEMARK OFFICE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Edward B. Knudson et al.

Application No.: 09/034,939 Confirmation No.: 4035

Filed : March 4, 1998

For : PROGRAM GUIDE SYSTEM WITH TARGETED
ADVERTISING

Group Art Unit : 2611

Examiner : Jason P. Salce

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MAY 25 2004

Technology Center 2600

New York, New York 10020

May 20, 2004

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION

Sir:

This Reply is in response to the January 20,
2004 Office Action issued in connection with the above-
identified patent application. Reconsideration of this
application in view of the following remarks is
respectfully requested.

EXPRESS MAILING LABEL
NO. EV132190493US
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